

AVATAR

Name, age and face: his name is John and he is 52 years old

Background and mini-life history:

My dad works a 9-5 job to survive and after he works his job, he usually comes home at 6 pm exhausted and all he wants to do is "relax". He does this by watching tv on his couch, scrolling through social media and eating junk food. My dad knows he's fat and hates being overweight and sometimes makes jokes about it, to ease the pain. At the weekend when he has time, he always goes to the shops with my brother's and love's to sleep in and waste a big chunk of time in social media, killing his mind.

Day-in-the-life:

8 pm: He wakes up and gets ready for work

8:30 pm: He goes to work

6:00 - 9 pm: He comes back from work exhausted and wastes his time on the tv and social media

10pm: He tells everyone to go to bed

11pm: He scrolls through social media and falls to sleep, then the day's repeat

Values:

- His family
- Junk food
- Soda
- Tv
- Social media

Outside forces

- Junk food
- Family
- Social media

What is painful in his life?

- **What is painful or frustrating in the current life of my avatar?** He is frustrated that he does not have an amazing body that his kids are proud of.
- **What annoys them?** He gets annoyed when he has an argument with his wife, which will lead him to eat more because he is stressed. He is also annoyed that everytime he looks in the mirror he sees someone who is dangerously overweight
- **What do they fear?** He fears his son's and my brothers failing in life and he is doing the best you can so we can live a life he knows is good.
- **What do they lie awake at night worrying about?** About mine and my brothers future
- **How do others negatively perceive them now?** They see him as fat and cunky

What do they desire?

- **If you could wave a magic wand at their life and fix everything. What would their life look like?** He would be more healthier and his lifestyle will impact us in a good way because his habits will change and his values will also change. Which will make our family more happier.
- **What enjoyable new experiences would they have?** He would actually feel like a man and he would be able to look at himself in the mirror with confidences.
- **How would they feel about themselves if they made that change?** His self respect will increase dramatically and his kid's and wife will also respect him .
- **Why do they even want this wonderful life?** If he had a choics to choose between 2 lifes. He would choose the one were he is fit because he knowns the things he does is bad but it's to hard to give up. And he does not really see much off a point to workout. He probably loves the fact that other people respect because he made the change.

Roadblocks

- **What is keeping them from living their dream state today?** Juck food, his mind ,his low energy problems and wasting time.
- **What mistakes are they making that are keeping them from getting what they want in life?** Always eatting junk food and wasting time
- **What part of the obstacle does the avatar not understand or know about?** His bad habits
- **What is the one key roadblock that once fixed will allow them to move forward towards their dream outcome?** Fixing his habits

Solution

- **What does the avatar need to do to overcome the key roadblock?**
- **“If they <fix his habits >, then they will be able to <lose weight and have a father that his family respect>”**

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